

Executive biography



Lisa W. Baker

Director, SMB Marketing

Hewlett-Packard Company

Lisa Baker is the director of Small and Medium Business Marketing in the Americas region for HP. Baker is responsible for driving awareness and demand for HP products in the small and medium business segment (1-999 employees).

Prior to her role as director of SMB marketing, Baker held various marketing positions at Compaq including lead product marketing roles for commercial desktops, notebooks and monitors. In her lead SMB marketing role at Compaq, Baker developed several breakthrough initiatives such as effectively increasing web and advertising presence with new customer-focused product solutions and more than doubling market share in a 12-month period.

Baker has extensive marketing and product management experience in the technology industry, having worked for HP and Compaq Computer Corporation for over 15 years.

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

Baker has a degree in economics from Colorado State University and currently resides in Houston, Texas.